

EMAIL MARKETING: Increase Your Online Survey Results

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Increasing Your Online Survey Results

Survey participation can vary widely. Affinity for your company and interest in the subject matter are the two most important factors that could have an impact on your participation numbers.

How you invite people to participate in your surveys is as important as the survey itself. You still need to be relevant, personal, and clear.

Getting the pulse of what your audience is thinking and feeling is an opportunity you cannot pass up. Online surveys make it easy for you to do just that. As you add surveys and forms to your ongoing email campaign efforts, there are a few things you can do to make it a powerful marketing combination.

Five Quick Tips

- Craft a Compelling Invite
- Find Lots of Ways to Remind People
- Set an Expectation
- Offer an Incentive

It's Easy When You Know What to Do.....

1) **Craft a Compelling Email Invitation**

Start by keeping the invitation link connecting the email campaign and survey near the top of your email campaign. This gives readers seeing your invitation in their email program's preview pane a quick way to click through and take the survey. Consider including another link at the bottom for more thorough readers. Don't forget people differ in their motivations for taking the same survey. So consider segmenting your target list and creating more targeted invitations.

2) **Find Lots of Ways to Remind People**

You can get more varied responses if you invite your email audience to take a survey in a variety of place. Start with your email marketing campaign. You can also use your website, blog, social media sites or just calling you directly. Do they love getting your print invitations in the mail, dropping by your shop or coming to your events? Wherever they are, invite them to take your survey.

3) **Set an Expectation**

It's important to show your subscribers you care about their time. So go beyond inviting them to take your survey or questionnaire. Invite them to take your *90 second survey* or your *three minute questionnaire*. With a few words of specificity up front, you will help them know what to expect after they click.

4) **Offer an Incentive**

The privilege of offering feedback may be incentive enough to take your survey for the people who "love" your company. Those who "like" you may need a little more coaxing. Offering an incentive for survey takers is a nice way of saying you value their input and time. It also has the added benefit of boosting your participation rates.

5) **Tell and Show Them Why Their Opinion Matters**

Alongside every mention of your survey, tell potential respondents how the information will be used to improve an event, product, service, or best of all, their own future experience. If you can, follow up with an overview of your findings later. Share what decisions you have made as result of the information you gathered. When your audience sees how much their input matters, they will be more likely to offer feedback next time.